

# PRODUCT PURCHASE EXCEPTIONS FORM

(Extra product needed to support a promotion not scheduled in the Work Plan)

Today's Date

6-27-96

(Submit form at least 4 weeks prior to promotion)

Who we can contact if we have questions

Is this a Chain, Wholesaler, or Division wide promotion?

RJR Contact Name

R.H. FRICKE

RJR Contact Phone

VM# 42328

Chain Name

SUPERFRESH

Chain ID

1127-00-00

or Wholesaler Name

THRU F.A. DAVIS

Wholesaler Account #

146880

or Division # (if Division wide)

Describe the promotion, with specific value if known (Example: buy-down, accrual dollars, special pre-booking, etc.):

Product Line Distribution

Promotion Timing

How will Retailer purchase from Wholesale supplier? (Check one)

Promotion Start Date

July 29th

once at beginning of promotion

Promotion End Date

Aug 3rd

spread evenly over whole period

other (specify in Comments section below)

Where will the promotion occur (specific Wholesaler, specific Warehouse, or Division wide), for which brand styles, and what is the total extra volume by style needed for the entire activity period (in cases or % increase expected):

Individual Wholesaler SIS# or RJR Division # (if Division wide)		146880			
Public Warehouse # (if known)					
Brand Style Names (PRINT LEGIBLY)	UPC (for Customer Service use only)	Total Volume cases or % increase	Total Volume cases or % increase	Total Volume cases or % increase	Total Volume cases or % increase
PILOT Full Flavor 100's	35812	2.5			
" Full Flavor 85's	35712	2.5			
" LIGHT 100's	36012	6.25			
" LIGHT 85's	35912	6.25			
" ULTRA LIGHT 100's	36412	2.5			
" ULTRA LIGHT 85's	36312	2.5			
" MENTHOL LIGHT 100's	36212	3.75			
" MENTHOL LIGHT 85's	36112	2.5			
" MENTHOL F.F. 100's	20950	2.5			
" MENTHOL F.F. 85's	20896	2.5			
" NON FILTER 85's	39112	2.5			
" Full Flavor CPB 83's	21194	3.75			
" LIGHT CPB 83's	21197	3.75			

Comments/Special Instructions: Initial Intro. Distribution of Product Line, Reorders

Will be generated from Sales,

FAX this form to Promotions Area: 910-741-2156

Direct questions to: 910-741-3521, 3078, 3545

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